

## Message Text

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43

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 101126Z APR 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 8345

UNCLAS PARIS 09011

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJ: FY 76 TRADE PROMOTION EVENT PROGRAM FOR FRANCE

REF.: STATE 072266

1. FOLLOWING IS POST'S RECOMMENDED SCHEDULE FOR FY 76:

DATE	THEME
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SEPTEMBER 15-18, 1975	FLUID POWER EQUIPMENT
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OCTOBER 20-23, 1975	DATA COMMUNICATIONS & PERIPHERAL EQUIPMENT
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NOVEMBER 19-22, 1975	DENTAL EQUIPMENT & SUPPLIES
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DECEMBER 8-12, 1975	ELECTRONIC COMPONENTS
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JANUARY 26-29, 1976	HOTEL & RESTAURANT EQUIPMENT
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FEBRUARY 3-5, 1976	HOTEL & RESTAURANT EQUIPMENT (OFF-SITE TANDEM LYON)
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MARCH 8-11, 1976	PRINTING & GRAPHIC ARTS EQUIPMENT
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MARCH 29-APRIL 2, 1976	POLLUTION CONTROL EQUIPMENT
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APRIL 27-30, 1976     HOUSEWARES & DOMESTIC APPLI-  
ANCES (SPECIALIZED PROMOTION)

JUNE 7-11, 1976     ELECTRONIC PRODUCTION &  
TEST EQUIPMENT

2. THE ABOVE SCHEDULE GENERALLY CONCURS WITH COM-  
MERCE'S PROPOSALS REFTEL WITH THE FOLLOWING EXCEPTIONS:

A. RE: FLUID POWER EXHIBITION: RECOMMEND THIS BE  
FULL-SCALE EXHIBITION IF POSSIBLE RATHER THAN  
SPECIALIZED PROMOTION.

B. RECOMMEND HOTEL & RESTAURANT EXHIBITION BE ALSO  
SCHEDULED IN LYON AS OFF-SITE TANDEM. LYON WOULD  
PROVIDE EXHIBITORS EXCELLENT EXPOSURE TO FAST-DEVELOP-  
ING HOTEL/RESORT AREAS IN VICINITY AND SWITZERLAND.  
ALSO MAJOR HOTEL/RESTAURANT SCHOOLS LOCATED IN LYON  
AREA WHICH REKNOWNED FOR CUISINE. PTC ESTIMATES TOTAL  
COST OFF-SITE APPROXIMATELY \$12,000. IF EXHIBITOR FEES  
\$450 FOR OFF-SITE AND 20 EXHIBITORS PARTICIPATE, TOTAL  
S & E REQUIREMENT ONLY \$3,000.

C. POLLUTION CONTROL EQUIPMENT HAS BEEN RECOMMENDED  
FOR MARCH 29-APRIL 2 DATES, AND HOUSEWARES & DOMESTIC  
APPLIANCES EXHIBITION RESCHEDULED TO APRIL 27-30 DATES  
IN VIEW OF CONFLICT WITH FRENCH ARTS MENAGERS  
(HOUSEWARES) SHOW SCHEDULED FOR FEBRUARY 21 THROUGH  
MARCH 7, 1976 AND WORKLOAD CONFLICTS WITHIN COMAFF.  
ALSO RECOMMEND HOUSEWARES & DOMESTIC APPLIANCES BE  
FOUR-DAY SHOW.

D. IT IS RECOMMENDED THAT FOOD PROCESSING & PACKAGING  
BE RESCHEDULED TO FY 77 SINCE THIS WOULD DOVETAIL WITH  
THE FY 77 CCP. ADDITIONALLY, ELECTRONIC PRODUCTION &  
TEST EQUIPMENT HAS BEEN HIGHLY RECOMMENDED FOR A PTC  
EVENT FOR PAST TWO YEARS AND IT IS FELT PREFERENCE  
SHOULD BE GIVEN TO THIS THEME IN FRANCE.

3. RE: CERRATO/FIELDS TELECONS NO PROBLEM CHANGING  
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DATES FOR PRINTING & GRAPHIC ARTS SHOW FROM MARCH 1-5  
TO MARCH 8-11 IN ORDER TO SCHEDULE SUBJECT EXHIBIT AS  
TANDEM WITH STOCKHOLM. ALSO PER FIELDS' INQUIRY NO  
PROBLEM FOR PROMOTION OF HOTEL & RESTAURANT EQUIPMENT  
SHOW VIS A VIS EQUIP HOTEL INASMUCH AS EQUIP HOTEL  
STAGED OCTOBER 12-20, 1975.  
RUSH

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## Message Attributes

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